

AUG-24-2006 THU 04:11 PM

FAX NO.

P. 03

RECEIVED  
CENTRAL FAX CENTER

AUG 24 2006

PATENT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Application No.** 09/773,943

**Group Art Unit:** 3622

**Applicant(s):** Ronald Jacoby, et al.

**Examiner:** Jeffrey D. Carlson

**Filing Date:** January 31, 2001

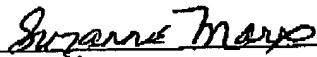
**Docket No.** 85804-019600

**Title:** **SYSTEM FOR DYNAMIC  
GENERATION OF ONLINE STREAMING  
MEDIA ADVERTISEMENTS**

**Customer No.** 32361

**CERTIFICATE UNDER 37 CFR 1.6(d)**

I hereby certify that this correspondence and identified attachments are being transmitted via facsimile only to the United States Patent and Trademark Office, Facsimile No. (571) 273-8300 on August 24, 2006.

  
Name: Suzanne Marx

**AMENDMENT**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

In response to the Office Action mailed on July 24, 2006, please enter this Amendment.

## BEST AVAILABLE COPY

RECEIVED  
CENTRAL FAX CENTER

AUG 24 2006

Greenberg  
Traurig

## Transmittal Cover Sheet

From: Carole A. Quinn      Tel: (714) 708-6500      Email: QuinnC@gtlaw.com

To:	Fax No:	Company:
Ex. Jeffrey D. Carlson Group Art Unit 3622	(571) 273-8300	United States Patent and Trademark Office - Mail Stop Amendment

File 85804 . 019600

No.:

Re: U.S. Patent Application Serial No. 09/773,943

Date: August 24, 2006

No. Including Cover Sheet -21-  
Pages:

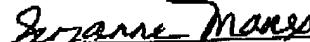
If you do not receive all pages properly, please call the SENDER.

Notes: Attachments:

- (1) Transmittal Form - PTO/SB/17 (1 page); and
- (2) Amendment (19 pages).

## CERTIFICATE UNDER 37 CFR 1.6(d) and 1.8

I hereby certify that this correspondence and identified attachments are being transmitted via facsimile only to the United States Patent and Trademark Office, Facsimile No. (571) 273-8300 on August 24, 2006.

  
 Name: Suzanne Marx

Also sent via:  US Mail  Overnight  Messenger  Email  No Other

The information contained in this transmission is attorney privileged and confidential. It is intended only for the use of the individual or entity named above. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us immediately by telephone collect and return the original message to us at the address below via the U.S. Postal Service. We will reimburse you for your postage. Thank you.

650 Town Center Drive, Suite 1700, Costa Mesa, California 92626 Phone: 714.708.6500 Fax: 714.708.6501

AUG-24-2006 THU 04:11 PM

FAX NO.

RECEIVED  
CENTRAL FAX CENTER

P. 02

AUG 24 2006

PTO/SB/21 (09-04)

Approved for use through 07/31/2008, OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

TRANSMITTAL  
FORM

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

-20-

Application Number	09/773,943
Filing Date	January 31, 2001
First Named Inventor	Ronald Jacoby, et al.
Art Unit	3622
Examiner Name	Jeffrey D. Carlson
Attorney Docket Number	85804 . 019600

## ENCLOSURES (Check all that apply)

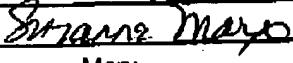
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input checked="" type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation, Change of Correspondence Address	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Terminal Disclaimer	<input type="checkbox"/> Other Enclosure(s) (please identify below):
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Request for Refund	
<input type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> CD, Number of CD(s) _____	
<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> Landscape Table on CD	
<input type="checkbox"/> Response to Missing Parts/ Incomplete Application		
<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		
Remarks		
The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment to Deposit Account No. 50-2638. Please ensure that the Attorney Docket Number is referenced when charging payments or applying refunds for this application.		

## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	GREENBERG TRAURIG, LLP		
Signature			
Printed name	Carole A. Quinn		
Date	August 24, 2006	Reg. No.	39,000

## CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.

Signature		Date	August 24, 2006
Typed or printed name	Suzanne Marx		

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450, DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

American LegalNet, Inc.  
www.USCpatForms.com

00288091623

PAGE 2/21 \* RCVD AT 8/24/2006 7:12:48 PM [Eastern Daylight Time] \* SVR:USPTO-EFXRF-3/2 \* DNI:2738300 \* CSID: \* DURATION (mm:ss):05:38